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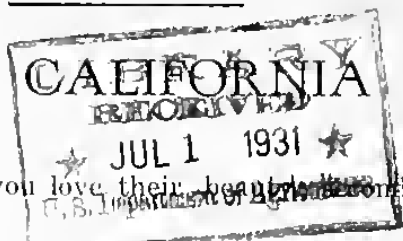
GLADIOLUS LOS ANGELES

BULLETIN No. 4



NOVEMBER, 1926

CECIL E. HOUDYSEL, SAN DIMAS, CALIFORNIA



Why do you grow glads? Probably for three reasons. First, because you love their beauty, second, to spread "gladness" in the world, and third, to make money.

I have no doubt that if you were assured that you would find herein presented anything that would favor your interests as a commercial gladiolus grower, you would read every word.

Let me assure you that I shall not attempt to lead you to the conclusion that in order to realize your highest aspiration of beauty, or to make a handsome profit, it is necessary to grow the Gladiolus Los Angeles. I hope to be able to present a few facts of general importance. This is intended to help you make money from gladiolus growing and to prove that the Los Angeles is one that will give you pleasure to grow, and profit, too.

I WILL PAY YOU

If you will read this Bulletin. You know, of course, I could not issue a Bulletin purely for the purpose of giving you either information or entertainment and not hope to sell you bulbs. So, therefore, I'll make a bargain with you. If you'll listen to my sales talk I'll tell you about my trips over most of the gladiolus-growing sections of the country, my study of market conditions, etc. All of the information I have I'll share with you.

It is my business to sell bulbs. I was one time "pinched" for driving just a little too fast and sold the judge enough bulbs to pay my fine; and I am happy to add, we are still great friends.

I want not only to sell you bulbs, but to help you sell bulbs. Has it ever occurred to you that if the originator of a variety sells you bulbs, he ought to help you sell to others? He ought not reduce the prices so rapidly that you are unable to realize a profit. He should not flood the market with bulb-lets. He should advertise the variety and otherwise create a demand for it.

TYPES OF GLADIOLUS FOR PROFIT

What type of gladiolus is likely to prove most profitable for growing? The strictly exhibition type will be grown by amateurs and commercial growers principally for exhibition purposes and in a small way for their own pleasure in the high perfection of the type. Since they often lack a substance of lasting quality and are nearly all open at once, they are not well fitted for landscape use or floral construction. The limitations of their use are self-evident.

The landscape type is in much more demand. A bed of this type should remain in bloom a month or more. The outlet for bulbs of this type is much greater than for those of the exhibition type. Amateurs like to have from a hundred to a thousand or more in their gardens.

It is much more profitable to grow the commercial type, however, than either the exhibition or landscape type. The commercial type includes varieties of a color and a substance most useful for floral decoration. Commercial flower growers plant them in quantities from a few thousand to millions. We have personally known of single sales of one commercial variety to amount to 100,000 bulbs. I have no doubt that number has often been exceeded.

It is not important to discuss at any length the qualities a commercial variety should possess. It is very evident that it should have a good substance that will look well when cut; that the flowers should open slowly, about three to five at a time, so that a single spike when cut may last for some time; that it should be a good shipper; a good forcer; vigorous in growth and a good multiplier; sixteen or more florets to a spike; color harmonious and appropriate for all floral construction. And above all it should possess a beauty that will cause it to be chosen by the wholesale and retail buyer.

The latter point is important. As we have said before, the Flower Purchasing Public is the one important judge of gladiolus values. The best individual judges are those who have made an extended and intelligent study of public taste, for after all, values are relative and the best or the most beautiful are those which the most people consider so.

If one attempts to determine the relative value of a variety as a commercial proposition and bases his decision on his own personal taste, he is likely to fall into an error like that made by a prominent bulb grower who advanced the opinion that a certain variety having a magnificent spike, nearly all open at once, large self-colored flowers, would become popular as a florist's variety. The variety is a triumph for the hybridist who produced it, one of the most beautiful things I have ever seen; but is not in any sense useful as a florists' variety.

THE GLADIOLUS LOS ANGELES

The Los Angeles is a remarkable combination of the florists' and landscape type of gladiolus.

In the following description we will mention the qualities that make it so:

Color: The buds are grenadine and upon opening become a little lighter. The tint seems to me to be LaFrance pink though others have insisted it is still grenadine, a tint which contains rather more of the orange. The feather in the throat deepens to pomegranate purple. The flowers are delicately ruffled.

Primulinus grandiflorus type.

Cersdorff's revised rating on A. G. S. scale; Exhibition 93; Commercial 94.3; Landscape 96.5.

In growth the Los Angeles is very vigorous, producing long spikes up to four feet and more in length and 16 to 20 medium-sized flowers.

It is a rapid multiplier. Young bulbs produce large bulb-lets freely. Notice the small bulbs which are often produced on the side of the stem. This high development of the vegetative

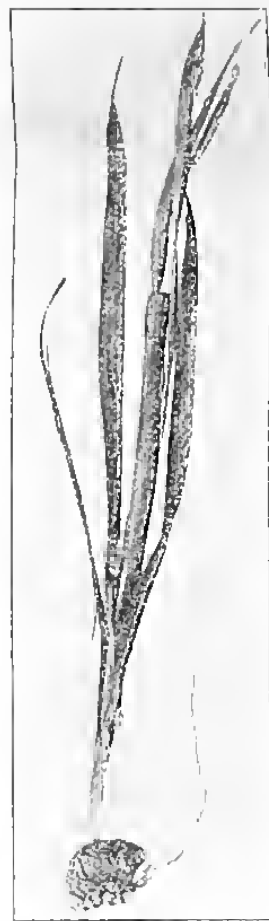
functions also results in a profusion of bloom unequalled in any other variety.

Four to five flowers are open at a time and the remaining flowers open slowly and last well when open.

Retail and wholesale florists report that it is easily packed and shipped for either retail or wholesale trade. The placement of the flowers is correct and the texture of the petals entirely favorable to keeping qualities when cut, to shipping, or to use as a landscape flower.

LANDSCAPE VALUE

Please note the high rating of the Los Angeles as a landscape flower. We have been claiming for the Los Angeles that it is the nearest possible approach to an ever-blooming gladiolus. We have had a bed of them in bloom for nearly three months out here. We call it the "CUT AND COME AGAIN" gladiolus, because it produces so many branches on one stalk. A large bulb usually sends up from 3 to 5 or more stems, on each of which there will be from 3 to 5 sets of florets. When the top has bloomed out (16 to 20 flowers), the highest side branch has usually started to bloom. Each branch should be removed when it is through blooming. It is not unusual for a single stalk to produce 5 branches including the main or top spike. In the accompanying cuts, fig. 2, you may see 5 side branches in different stages of development as discovered by removing leaves.



If the entire stem be cut near to the ground and the leaves carefully left with the plant, a large proportion will produce a second growth spike, sometimes two. These are shorter but we sell them.

In order to produce second growth spikes the leaves must not be mutilated or removed, the ground must be well watered and cultivated, the plants not too close together. You know in a forest, trees growing close together shade each other and produce few side branches.

THE LOS ANGELES AS A COMMERCIAL FLOWER

The record of the Los Angeles in the only flower market where it has ever been offered must certainly have a bearing on what might be expected in other markets. Any variety will sell. Nearly any variety will bring a high price from some one. As a flower that will "top the market" for price and quantity used the Los Angeles is hard to equal. It has been presented to the trade in Los Angeles in competition with all the best.

The following quotations from our leading trade journals give the fairest report of its market record for the 1926 season:

From the Pacific Coast items in the Florists Exchange, New York—

"Of gladiolus coming into the market, Los Angeles is a wonderful pink and the long spikes with extra large blooms are certainly fine stock."—June 12, 1926.

From Pacific Coast Department in the Florists Review, Chicago—

"Gladioli were probably at their best, and the crop was at its peak. These were mostly grown locally, but there were a few shipments from the Carlsbad district. The most popular gladiolus on the market appears to be Los Angeles, and it is being offered in greater quantities than ever before. The popular Virginia gladiolus has taken second place this year, probably because it is offered in larger quantity than formerly and, too, because Los Angeles is an excellent retail variety."—May 13, 1926.

"There seemed to be considerable interest in gladioli. While great quantities of these have been coming into the market, they have moved steadily, both locally and for shipping. In previous years gladioli have not been in demand for shipping purposes, but this year large quantities of them are being sent to Arizona, Texas, Nevada and Utah, and heavy orders were placed for Memorial Day shipments. On the local market the variety Los Angeles seems to be the most popular one, with Virginia running it a close second."—June 3, 1926.

"Gladioli are still plentiful and they are moving slowly, although the quality is excellent. Los Angeles and Virginia are the varieties that move better than others."—July 15, 1926.

THE LOS ANGELES MARKET

The items quoted above were written by competent and careful observers. One of them is the President of the Los Angeles Florists and Nurserymen's Club and is well known in the trade.

The Los Angeles market, wholesale and retail, is one of the most discriminating in America. This market supplies not only Los Angeles but also Pasadena, Long Beach, Hollywood, Glendale and dozens of other beach and pleasure resorts. It is one of the world's most attractive places and here wealth and art combine with nature to produce beauty. It is well known that more motion picture stars as well as producers live here than any place else in the world. This is a community whose people love beauty, and they know it when they see it.

I have personally known of several motion picture stars who purchased the Los Angeles regularly and preferred it to other varieties.

One of the encouraging things that happened in my early experience in selling to florists was when one reported that a world-famous star liked them so well she bought all he had in stock. Another cinema star sent 25 baskets containing gladiolus Los Angeles to her friends last Christmas.

It seems to me that a variety must possess very unusual merit to reach such eminence in the Los Angeles market.

I believe what it has done here it will do in other markets. It has never been offered in any other flower market. If I lived near New York, I could grow as good ones there as here. I would plan to consign to Shinn and Co., or other important wholesale florists a quality of gladiolus that would sell. I have personally visited most of the wholesale florists in New York, Philadelphia and Chicago, the great Boston market, and somewhat more casually in the cities of Baltimore, Washington, Atlanta, New Orleans and many others.

My greatest regret is that I cannot sell flowers in all these great markets. If I could do so I would not need to sell bulbs.

CUT FLOWER VS. BULB GROWING

I am referring mostly to the business of growing cut flowers. It is a very natural deduction that if the Los Angeles succeeds in becoming a popular market variety, someone must grow the bulbs. What I should like to see done in every great cut flower center of the country is for some grower with resources and ability to start with 1,000 to 10,000 bulbs and put them on the market gradually. Of course I could not equip very many with that quantity.

What I have done here, can surely be done in other places. Here it is the leading market variety of its color. In order to be the leading market variety, we consider that the following must be true:

First—The market will use more of them than of any other.
Second—They sell at an equal or greater price.

Third—When there is a great over-production of gladiolus cut flowers, the Los Angeles sells and other varieties are dumped.

This, I think, fairly represents the conditions in the Los Angeles market. It often occurs of course that the highest prices will be paid for a few of a certain color novelty, especially desired for a purpose—such varieties, for example, as Anna Eberius, Mrs. F. C. Peters, Rose Ash or Alice Tiplady. That does not mean that it is the top variety. If two varieties contest for top place they should be offered in equal quantities.

COLOR

This introduces the question of color. What color of gladiolus will sell in largest quantity for cut flowers? I have given considerable attention to that question. In New York, Boston, Philadelphia, Los Angeles, and others it appears to be pink. In one city I actually found Anna Eberius, a purple sort, to be the apparent favorite. Although a beautiful gladiolus, I felt that the color was scarcely appropriate for funerals or weddings, and that the color certainly does not combine with other colors so universally as pink. Brilliant colors usually appeal to more primitive tastes. More cultivated tastes prefer delicate tints, particularly pink. The pastel tints of the Primulinus hybrids render them especially alluring. Very many men like "any color just so it's red."

The kind of flower and the season of the year has a lot to do with the preferred color. The chrysanthemum, an autumn flower, will always be more popular as a yellow flower. More red roses are grown than any other color; and white lilies are preferred to colored ones.

If we notice the very great commercial varieties of gladiolus, we will note that they have universally been pink tints like America, Pendleton, Kirtland and more recently, Norton and Los Angeles. Neither lavender, yellow nor any other color is likely to supplant pink as a general favorite and especially among gladioli. A few will oppose this opinion. An opinion is important in proportion to the study, experience and observation of the one who holds it. If based on one's personal preference, it has little value.

LOWER PRICES FOR LOS ANGELES BULBS

Per 1,000—	Per 100—
No. 1—\$150.00	\$16.00
No. 2— 125.00	14.00
No. 3— 100.00	12.00

Per Dozen—\$2.50

250 at 1000 rate; 25 at 100 rate.

As a sample we will send 4 for \$1.00 postpaid, size one inch or over.

If cash accompanies your order we will send anywhere prepaid. We can be more generous in count, too, if we have no bookkeeping to do. However, we positively will not prepay transportation, except for cash in advance. Since we guarantee your satisfaction you take no chances.

The retail price of the Los Angeles is 50 cents each.

OTHER HOUDYSHEL ORIGINATIONS

Our retail catalogue lists several new varieties of our own origination. We do not care to advise other growers to plant any except the following. LaVerne especially has proven itself to be a valuable flower for commercial and landscape use. We will give you a wholesale price on others when requested.

LaVerne—(1925 introduction) Prim. Grand, type, cream yellow, flushed pink; deeper yellow with carmine in throat; 5½ feet tall; large, well-placed flowers that keep well. Retail 75c each. Wholesale, 50c each, \$5.00 per doz., \$25.00 per 100.

Le Cygne—(1927 introduction) Prim. Grand. A pure white produced by crossing Europa on a prim hybrid for seed parent. Retail price \$25.00 each. Wholesale, \$15.00 each.

DIGGING TIME SPECIAL

Our prices on Los Angeles bulbs are fixed for the season. As an inducement for early orders we will include, if you prefer, a liberal number of over-sized bulbs.

FUTURE PRICES

When growers purchase stock of new and necessarily high-priced varieties they have a right to know what the producer intends to do in regard to future prices. I have promised not to reduce my price before 1928, except to meet the competition of other growers.

When you buy a stock of this variety you do not find the introducer taking advantage of the fact of his larger stock.

I have lowered my price this year to meet the price already made by a dozen other growers. It is not likely to be lowered again this season. In case I should find it necessary to do so, if you have already paid a higher price you will be sent additional stock. If you call my attention to any unfair treatment on the assumption that it was not intended I will try to please you; although I have corrected errors even after being insulted.

Since the Los Angeles is not widely disseminated except in very small stocks, it seems advisable that the growers who own a stock of it should not be too anxious to gain advantages in selling by offering special prices or by cutting prices.

I expect to see the price gradually lowered to \$50 or \$75 per 1000, which price is quite likely to hold as it is a price which flower growers can pay and make a profit in the first year from the sale of flowers. Since I grow the Los Angeles out doors here in the winter time and have found it will endure several degrees of frost uninjured and continue to bloom, the variety is undoubtedly a valuable

FORCING VARIETY

Its value for forcing is being tried out also by several green-house men in the east and middle west. There is no doubt about it, however. I am so sure of the traits needed for forcing that I will agree to sell bulbs on a money-back guarantee that they will force.

GROW WELL-ADVERTISED VARIETIES

Be careful, of course, that they possess a merit that will not disappoint. You will note that my national advertising is centered wholly on the Los Angeles variety. I have hundreds of others which I do not care to present to the public until the Los Angeles has become recognized everywhere as one of the best.

This year I have planned to advertise more liberally than ever before in "Garden and Home Builder" and other magazines which have already proven themselves to me to produce results. I shall advertise, not myself, but the Los Angeles. That advertising helps every grower who has stock to sell. When you buy bulbs from me you are helping to finance this publicity.

CO-OPERATION

If you already own or are about to acquire stock of the Los Angeles I congratulate you. It is customary for growers of some kinds of flowers to follow the prices made by the originator.

Rather unfortunately, this is not true of Gladiolus Growers. Bulblet reproduction gives a wonderful opportunity for profit to growers if they will co-operate. I want to ask all who own stock of the Los Angeles to co-operate with me. It makes no difference where or how you acquired this stock, if you have it, our interests are mutual. When I spend money to advertise it, I am helping you. If you appreciate this fact let me ask that you consult me before lowering your price. That is due me, I think, if I advertise and create a constantly increasing demand.

SELLING BULBULETS AND PLANTING STOCK

I cannot logically find any fault with anyone for doing as he pleases with his own property. However, you must admit my interest. I expect to spend practically all I make in advertising. So far I have spent more. I can help you to make more money if you refrain from selling bulbules and sizes smaller than I sell. Remember this: the originator can best advertise a variety. To do so he must sell bulbs. You see how we can help each other.

I feel that the practice of selling bulbules to retail customers is a suicidal policy for gladiolus growers. It is killing

the goose that lays our golden eggs, just to get a little immediate profit before the other fellow does.

Take a tip from me and don't sell Los Angeles bulbets, either wholesale or retail, this year or next.

Write me a letter saying you will co-operate in price and sales policy on the Los Angeles.

I wish I could in some way encourage a greater spirit of co-operation in the gladiolus fraternity. Too often growers race to be first to cut prices and sell their stock; to take a profit for themselves whether the other fellow gets a profit or not. Growers charge that some originators sell to them at a high price and then drop prices so low and so quickly that they cannot make a profit.

Originators and growers must co-operate. Often the originator of a variety is not equipped to grow even his own varieties in very large quantities. If some grower obtains stock of a new variety and by quantity production and a selfish policy lowers the price too rapidly, he can very easily do a lot of harm to the one who originated it.

The originator of a plant can obtain no protection such as an author or an inventor or anyone else who creates, can do. His product reproduces itself. Most of his customers would not buy it unless it did. His best customers are those who very soon become his competitors. What a problem to work out! There is but one solution—Co-operation.

TESTIMONIALS

We could give you innumerable testimonials but present only a very few:

Mr. Cecil E. Houdyshel,
LaVerne, Calif.

Nov. 3, 1926

Dear Mr. Houdyshel:

For some time I have been intending writing you regarding the testing of your Los Angeles. You will remember that I was somewhat skeptical about the "cut and come again" trait, but the past season has proven that it does produce the extras, in the form of short but very graceful spikes, that make it of unusual value especially for florists' use, and its lovely color and slender spike add to its charming grace.

With kindest regards,
Yours very truly,

Mrs. A. H. AUSTIN.

The Los Angeles has just bloomed and is a beauty. Please let me know at once what you can do for me in additional stock, preferably small bulbs and bulbets. I congratulate you on that glad. —J. D. Long (Boulder, Colorado)

The Los Angeles Glad you sent us made ten beautiful blooming branches.—W. I. Keese (California).

From the 6 Los Angeles bulbs I planted, I cut more than 30 spikes, harvested 14 large bulbs, 39 No. 3 and 4 sizes, and 900 babies, many of which were No. 5 and 6 size.—Dr. Allen Salter (Illinois).

Very many thanks for your great kindness in sending me the wonderful gladioli. They are beautiful and I shall take them home with me tonight as I am sure they will look very pretty at the house.—Cornelius Vamberbilt, Jr. (Los Angeles)

My Los Angeles bulb has produced 18 spikes to date. A beautiful sight.—Ethel Grant Scott (San Francisco)

My Los Angeles glads have been beautiful—and satisfactory in every way. One bulb had eleven spikes of bloom this month and two bulbets bloomed. My eight bulbs, planted two weeks apart, gave me flowers to cut for some time.—(Mrs. M. A. Greer (California)

Our display of the Los Angeles this year was excellent and it was particularly admired as a florist's variety. It did much better than last year. The number of laterals thrown out kept up its record as a "cut and come again" sort. It surely is an excellent variety and worthy of the good things said about it.

F. E. Bennett, President St. Thomas Horticultural Society, St. Thomas, Ontario.

(Dr. Bennett was formerly president of the A. G. S.)

It is very gratifying to us to have our efforts to produce attractive and interesting catalogues and circulars so well appreciated. May we be pardoned for printing a few of the comments on them?

It might interest you to know that your catalogue was commented on at our last meeting. It was "just a little different" and I think it makes people remember when one runs across a catalogue out of the ordinary. I know I do.

W. A. Whitaker, Sec'y The Rutledge Horticultural Society, Pennsylvania.

The California Dahlia Society's Bulletin re-printed a portion of the introduction to our 1926 edition of "New Creations in Gladioli" under the caption, "A Literary Gem."

Thank you for your catalogue of Gladioli. I wish to say that I read your article on "Everblooming Gladioli" with greatest interest. In the large literature on flower growing I don't remember anything so full of philosophic ideals permeated with technical knowledge. The few pages of your article are bigger than many volumes of empty technicality.

—A. Rohanowski (Washington)

THE ODYSSEY OF A GLADIOLUS GROWER

(Apologies to Homer)

In the fore part of this Bulletin I promised to give you an account of two trips through the East and South as well as part of the Middle-west.

It would do any of you good to have the opportunity to visit these places and to study market conditions; meet with growers, hybridists and amateurs; attend shows; see the sights; observe growing methods under widely differing conditions; and best of all, to enjoy the personal associations with members of the fraternity.

In giving you such an account, I have the excuse of a very good precedent, no less than that of J. D. Long of Boulder, Colorado, whose entertaining and inspiring account of his Pacific Coast trip gave me the idea. It is not my business to tell you about his trip but if you want to know about it send for his catalogue. It was the inspiration of the following account:

Since we would all agree that the glad growers are even more interesting than the flowers they grow, I must of course mention a few of them. This article cannot be comprehensive so I am not able to mention more than a few of the very delightful men and women I have met.

Since Mr. Long has, in a way, been made responsible for this, I must tell you that our California Gladiolus Society chose him to assist in judging our first show. Mr. Long made the occasion of his visit here for that purpose the opportunity for an odyssey among gladiolus growers. I was among those honored and found him to be the fine, cultured gentleman I had expected. While in Los Angeles Mr. Long visited the Los Angeles Flower Market and saw one grower sell 100 dozen gladiolus Los Angeles in 30 minutes. This one grower was surrounded by a crowd of buyers while other varieties on nearby tables were neglected. Everywhere I have gone it has interested me to note that Mr. Long has established a solid reputation for square business methods. Such a reputation is the best piece of furniture you can put into your office.

I want to share with you, some of the things I got in my own two trips. Of course I cannot impart much in this way but if you resolve to visit for yourselves the great A. G. Show at Rochester, or your own regional show as a result of this effort I will be well repaid for it.

I hope also to give a few useful hints about growing and marketing.

In 1925, Mrs. A. H. Austin, who supervises the judging at the national shows of the American Gladiolus Society at Rochester, New York, invited me to judge in the forth-coming August show. The invitation was modestly accepted. In fact I was almost too modest, as a result of which I resolved henceforth to be myself, and if the world sees how conceited I really am, I shall differ from many others only in being frank. This, of course, is not intended to be taken too seriously, but just the same, how many men who have worthy accomplishments to their credit have found themselves able to successfully pose as extremely modest. If you want to be successful in your business have confidence in your business, have confidence in yourself, but don't be a "conceited ass" either.

I had never been east of Chicago before and for many years seldom outside of California. One of the distinct impressions a Californian gets in the middle west and east before even leaving the train is how well the entire country seems to be "landscaped." There must be a very great number of very clever and artistic landscape architects back there, or at least a few who are very active and resourceful. Why even in the country there are beautiful little streams of water, large ones occasionally, and all the trees are most artistically arranged. The grasses in the fields are lush and well cared for and the sprinkling systems quite cleverly hidden or camouflaged for I did not see any. I found a very peculiar contradiction, however, in many country places especially in the middle west. Whereas along the streams and in the fields they seem to have given much skill in the selection, arrangement, and culture of trees, shrubs, perennial and annual plants, as well as grasses, they do not seem to covet beauty for the immediate surrounding of the home.

It is quite possible, of course, that the entire country was landscaped under the direction of one individual by a sort of community effort and I was very anxious to learn the name of the architect but did not learn it at the time. However, when I had arrived at Rochester, New York, and had met L. Earl Eaglesong, the Des Moines, Iowa, landscapist, I was satisfied that Earl had done the entire job from Kansas on eastward, for only a very active man could have directed such a large job.

Come on out to California, Earl, and help fix us up. There doesn't seem to be much left in the Middle West for you to do. But please learn to use more palms, eucalyptus, magnolias, jacarandas, etc., and not so many "ellums" (This is spelled phonetically, as I did not get a chance to look it up in the dictionary.)

I often thought what wonderful pumping plants they must have to keep all those streams replenished and constantly full of water, which often seemed to be in motion. It reminded me so much of a huge demonstration of an irrigating system such as one sometimes sees in California in a salesroom or industrial exhibit, advertising a certain line of irrigating equipment. I was curious to know if they used the same water over and over but I did not learn.

In one way, however, my first impressions received along the way were not so favorable. Every house from the farm houses of the middle west to the Woolworth Building of New York City, seems to need a coat of paint or a bath. Our houses out here both city and country appear spick and span and the contrast is striking.

At Buffalo I side-tripped to Niagara Falls. They certainly have a lot of water there and they have a wonderful power development. Here I crossed to the Canadian side as most of the tourists seem to be interested in the liquids on that side, too. I should think that their bottled liquids might develop even greater power than that of Niagara, for several times I noted that merely pouring it from a bottle into a glass the stuff would froth and foam even more in proportion than does Niagara in falling 167 feet. It seemed to have a very potent effect on those who made use of it as a beverage as two very pretty young ladies who sat facing me on the train when returning to Buffalo so ingenuously informed me that they were all "pepped up" after drinking several bottles each.

Arriving finally at Rochester, I was given the Bridal Suite at the Powers Hotel, everything else being full. The next morning I resolved to call on John Davis, the Secretary of the American Gladiolus Society. I approached a roll-top desk and saw what at first resembled the sun rising on a bright morning but quickly perceived that it was the beaming countenance of a portly man who, rising to his feet, the while his sides and front seemed undulating with inward welcoming chuckles, extended his hand and said "Howdy." Said I, "That's my name and I came from California!" Well, it was John himself. I could never have guessed it and how he knew me is a mystery, but he called me by name just like that before I opened my mouth.

The next morning I went out to Edgerton Park and to the Convention Hall, where a young lady whom everyone called Gertrude, pinned a blue ribbon on me and I thought for a time I had by mistake gotten into some beauty contest and was already awarded a blue ribbon although I did not have my bathing suit on. However, I very soon was set right in the matter as I edged my way over into an obscure corner and pulling out my little vest-pocket mirror began examining myself and my decoration. I found the decoration read thus, "Cecil E. Houdyshel, Judge" and beneath this "The American Gladiolus Society." After that at the hotel the clerks, bell-hops, waiters, etc., all called me "Judge" and it was most unfortunate as I was obliged before I left to buy a new and larger hat. It was funny, too, for about the same time I had to buy a larger pair of shoes, and I had not "put my foot down" at all in rendering my decisions. I have to admit that I did sit down pretty hard on Dr. Bales, one of my associate judges, who tried to substitute "Rosemary" for "Los Angeles" in one winning exhibit.

Wm. Edwin Clarke was the third judge in our team. I can say this for Mr. Clarke. Since we first met, we have judged in the same two National shows and again at the Boston Show where he entertained me at lunch at his club and took me out Boston Fenway to the Arnold Arboretum where we spent the afternoon, yet I never once heard him called "Bill." More than that I can say, too, for although we spent nearly the whole afternoon looking for the right man to give us an Official Pass in every part of the Arboretum and not finding him, when an officer appeared whose duty it was to examine our pass, he immediately beckoned him to approach and required from him such a mass of technical information that the poor fellow became muddled, apparently, and so absorbed in giving out information that he forgot to ask for our pass, and thus we slipped away, having driven an auto all over the Arnold Arboretum without an Official Pass.

I would like to tell you about New York, Philadelphia, Baltimore, Washington, Atlanta, Montgomery and New Orleans, visited in 1925. It would be impossible but there is one place I have named which I advise all men to keep away from and that is Atlanta, Georgia. I arrived there one evening and ate a light meal at a second rate lunch counter. I'll say the meal was light for two or three times I missed my mouth while looking either at the waitress who served me or the girl cashier and the food went into the floor. I noticed there was quite a lot of other food on the floor, too, evidently spread by previous diners. The next morning I spilled coffee on the tablecloth at another place and going out on the street trod

on the heels of several pedestrians while attempting to give individual appreciation to each passing beauty. Atlanta is justly famed for its beautiful women but I am not going back. I am a middle-aged man, but any young man could afford to pick one there "sight and unseen" and be sure of a winner. One does not need to go out to Stone Mountain and look at Borglum's faces, for another Sculptor has produced and is still producing a wonderful series of masterpieces. They are a distinctive type. Probably the Great American sonnet will be written by an Atlanta man. I wish that Christian Prestgard would move down there. He has already produced some very wonderful and unique colors in gladioli and with the inspiration of the Atlanta women's eyes, he would no doubt give us the long-sought, true blue gladiolus.

At Washington, D. C., I was much disappointed in not being able to find Chas. E. F. Gersdorff. I asked several street car conductors as well as Cal Coolidge and another representative of the executive branch—I think he was a policeman—but none of them gave me the required information. They all seemed to be quite embarrassed by my inquiry and I think Cal. was withholding something for he cleared his throat and stammered a little. I told them all that I was a plant breeder from California and they all seemed glad to meet me. I afterwards learned that Mr. Gersdorff is employed somewhere in government work and I think the trouble was that "el patron grande" did not want me to bother him during working hours.

One of the finest things of the 1925 show occurred at the meeting of the society one evening when Mr. Kemp, famed as the originator of many beautiful gladiolus and dahlias, gave a glowing encomium to all whose love of beauty found expression in the growing of flowers, thus in a way placing their hands into the hand of the Almighty and so receiving guidance and inspiration.

Dr. Bales also gave a very wonderful talk saying "I nominate Mr. Houdyschel" and I really got three votes. I never did find out who put in the third vote, but I saw Dr. Bales seemed to be threatening his wife.

No account of my 1925 trip would be complete without reference to my visit one Sunday with Mr. Arthur Cowie at Berlin, New York. An invitation to visit so important a man as Mr. Cowie was quite unexpected. He is a member of the New York legislature, lives in a colonial home built in 1775, at Berlin near Troy on the upper Hudson. He has acres and acres and still more acres of glads. His field of Cowie's Scarlet Wonder was the most beautiful sight I ever saw. This Sunday I counted fifty autos at his place at one time. He had at least four or five assistants and all of them seemed to be busy all the time selling refreshments, glads and the products of garden and orchard. His sales amounted to over \$300.00 by the time I left. It is not a bad idea for those who live near cities to advertise and attract visitors who can give bulb orders after seeing the flowers, or purchase cut blooms.

The 1926 show of the American Gladiolus Society, although not quite the equal of the former exhibit for unavoidable conditions, was worth crossing the continent to see even if I had not again been honored by being appointed a judge. A few faces we had seen the former year and hoped again to meet were not present. Among those not present this year was Richard Diener, world-renowned hybridist. But Mr. Kunderd was there and when he stopped before my exhibit, shook my hand and complimented me for the Los Angeles, I knew another reason why he was one of the world's great men. Mrs. A. H. Austin, famed as the originator of Evelyn Kirtland, Gretchen Zang, Herada, Tycko Zang, and many others, is one of the outstanding figures of the National Shaws. "Gladiolus Bill," otherwise Wm. Purple, is always "there with the glads." "Foot of the Rainbow" Hinkle, too, is always there and is a former president and one of the most important of the Gladiolus fraternity. Mr. Shepherdson of the well-known Massachusetts firm and president of the New England Gladiolus Society, I had the pleasure of meeting both in 1925 and in 1926, and at his invitation I became one of the judges at the Boston show, August 21, 1926.

At the close of the A. G. S. Show, John stated that in conference with those who had authority to select, they had decided to ask me to represent the A. G. Society and act as sole judge at the mid-west show at Des Moines, Iowa, on August 30th.

From Rochester to New York City includes, if you wish it, a trip down the Hudson River by boat. I have gone twice by that route and hope to go many times again.

All the romance and glamor of early American tradition, literature and history hang over this stream and its banks. "Sketch Book" tales are suggested by names of places on the shores and on the bosom of this stream from Henry Hudson to Robert Fulton many famous navigators have sailed their craft. Sailing down the Hudson, you get your first view of New York City and its famous sky line, which is as thrilling as the first view of Pike's Peak, the Pacific Ocean, Golden Gate, Lake Tahoe or anything else in the world that I have ever seen.

I have referred to the Hudson River as the River of Romance. It is truly so, and the Hudson River boats likewise are often the scenes of modern romantic episodes. A friend of my own, very young and very, very pretty, was travelling to New York by the night boat with her mother. Knowing no one else on the boat she was dispiritedly watching the others dance. Her mood was something after the fashion of Cyrano de Bergerac standing in the shadows and watching others climb to life and love. Turning away disconsolately she caught the words of a young man as she passed him, "My name is Van Horn," to which she instantly replied; "I met you at Colgate" and turning to her mother introduced him. So she danced for a few hours and thus the romance began.

Disembarking from the river boat at Forty-second Street, I took a taxi for a hotel near Times Square.

Since this is not an effort to write a "Rollo Book," I will not attempt to give any impressions about New York. If New York were less than it is, I might refer briefly to some of my impressions, but imagine being casual about New York! The wholesale florists are mostly in the vicinity of Twenty-third and Broadway. Slinn & Co. have the largest establishment I have ever seen. There are some fifteen or twenty large refrigerators, each one as large as a room in an ordinary dwelling. Many of them contained gladioli which were of very poor quality. These had been received on consignment and I do not suppose many were ever sold. There did not seem to be either good new varieties of gladiolus in the New York market at that time or even a good quality of the less desirable sorts. Naturally I do not assume that good varieties are not marketed there, but rather that too much poor stuff is.

When I am told that there are already too many glads being grown, I fully agree. But in all the cities I have visited I have not seen any serious surplus of good gladiolus. Usually the market takes all and asks for more.

This was true also in the Boston market. This market in Boston, by the way, uses the ideal method of handling wholesale cut flowers. It is a co-operative institution and every grower sells his own flowers. It is quite similar to the Los Angeles American Florists Exchange.

My visit to Boston I have already referred to. It was most pleasant and profitable. Although the show here had a rather smaller magnitude owing to lack of space which shut out some exhibitors including Mr. Kunderd, the flowers were of little better quality than at Rochester and Des Moines. This was owing to the fact that they had been having quite a good deal of rain.

One of my first requests after arriving at Horticultural Hall in Boston was that some one would point out Mr. Eugene Fischer, which was done. As we had already begun judging I

had not the opportunity of speaking to him that day and the next day he did not return. So my ambition was not gratified. However, as I was cordially invited to return and again to assist in judging next year I hope to be fully rewarded.

From Boston through Southern Ontario and after a stop-over for a few days in Chicago, I finally arrived at Des Moines, Iowa, where the greatest show in the West is held annually. In fact, the Mid-west show at Des Moines ranks as practically equal in magnitude with that in Rochester and Boston.

It is difficult to restrain the impulse to talk about other than gladiolus and gladiolus shows and growers, when I mention New York, Philadelphia, Boston and others. If my friends like this tentative effort I may some time do so. As to Boston, I will only further observe for the present that there are more Irishmen there than in Dahlin and that "you don't know beans until you've been in Boston."

I arrived in Des Moines two days before the date of the Show, Mr. Kristian Prestgard of Decorah, Iowa, arriving at about the same time. Mr. L. Earl Englesong, the man who is able to do large things and who is the "Big Boss" of the Mid-West Show, was put to it, of course, to know what to do with such early guests. Like the woman with a large family who has one child mind another, thus keeping both occupied, Mr. Englesong with characteristic resourcefulness arranged to have Mr. Prestgard and myself entertain each other under the gentle administration of Mr. Yarn.

One entire day was used in driving around in the vicinity of Des Moines, visiting the many growers. We began at 5 A. M. and quit at 9 P. M. and took a rapid look over each place also taking time to say Hello and Goodbye. Of course the places were not all adjoining each other, so a little time was used up in our automobile. That is why we could not visit all the growers here. The season in Iowa had been dry as everywhere else, so the flowers were not so good, but that, of course, will not affect the quality of the bulbs. They no doubt harvested a fine crop of bulbs. They also have a fine crop of growers of excellent quality.

We found at Des Moines that the immense bulb stock of Beebe, the "man who disappeared," was broken into small lots and much of it sold locally. In the hands of a number of growers a stock of bulbs and bulblets of course is increased more rapidly than one man could do it, and the result is a lot of competition. A hint to you buyers is enough.

I am not at all sure that so many growers are a good thing for the industry. Gladiolus growing is a wonderfully fascinating business and a very profitable one, too. I believe, however, that there has been some larid literature sent out which rather overstates the possibilities of profit. Every large or successful grower in a community is likely, too, to inspire a lot of others to begin. It has been said also that Flower Specialty Societies, national, sectional and local have produced the same results. If that is true we must admit they have started far more amateurs. It is something, however, for us to take note of and try to avoid.

The habit of some amateur magazines and of some growers in advertising wholesale prices is bad business. Why are we not all good Rotarians? We should not only refrain from selling wholesale to amateurs but also not sell bulblets except at a disproportionate price. If a bulb is worth \$1.00, each bulblet if sold should be priced at 10c or more each, any quantity. That is, \$10.00 per 100, not per 1,000. Better still, do not sell them.

The Mid-west show was a wonderful show, comparing favorably with the National and New England shows in magnitude and in every way.

MISS DES MOINES

One of the most outstanding features of this show was the presentation for the first time of a new lavender seedling by Kristian Prestgard. It seems a remarkable co-incidence that at each of the three great gladiolus shows, a new lavender should make its debut. Mr. Prestgard gave up a \$100 prize which was awarded him and which required that the variety should receive a name specified and be sold for three years at \$100 each, in order to name it Miss Des Moines, and to sell it for \$25 each. Mr. Prestgard personally assured me that he has very few bulbs of this and it is certainly a good buy. I don't get a free bulb for saying this either, but I am inclined to believe he has the best lavender, wonderful, clear, self-colored, large flowers, profuse bloomer. The bulblets grow well and even flower.

After Des Moines, Iowa, I visited a few days in the beautiful little cities of Lawrence and Topeka, Kansas, mostly with old and new friends. One sees very few gladiolus in Kansas. The places mentioned have so many trees that few flowers can be grown. Both from the consideration of beauty and of health, a little more sunlight seems to me desirable. But Kansas everywhere is beautiful, from the broad prairies of the west to the bluff-bordered valleys with their wonderful elms in the east.

Then it was "Home Again." Almost I adled "from a foreign shore" because California is so different—or the East is different. But the people are the same. For me a journey holds many thrills, but there are none more delightful than the thrill one feels when he arrives home after a few months' absence.

I learned a lot from my trip. I am confident that the opportunity for success in commercial gladiolus growing is better now than ever before. But those who grow for cut flowers in the East should have means of irrigating during a dry season. Good bulbs may be produced without it but good flowers are produced only part of the season.

As to varieties, the good old ones will no doubt continue to sell. The growers who are adding the best new sorts have a very great advantage. They cater to the natural desire for a change, for something different; and they have less competition. By selling new and different varieties they distinguish themselves from the growers who have only ordinary old sorts. That also aids them in selling their common sorts.

I had known before that gladiolus flowers produced with insufficient moisture were much lighter in color, small in size, poor keepers and every way undesirable for cutting. The dry season in the East this year was the most extensive illustration of this fact I have seen. The Los Angeles flowers which I saw were sometimes so different, I was unwilling to claim them. Under dry culture all varieties not only are lighter in color but unattractive. The Los Angeles produces fewer side spikes and a very few, if any, second growth spikes unless given plenty of room, good culture and sufficient moisture. It is too much to starve it and expect it to bloom as I have claimed. It does not. All gladiolus must have water abundantly while flowering.

Other effects of moisture insufficiency are crooked stems, burned flowers and burned bracts.

JOIN THE CALIFORNIA GLADIOLUS SOCIETY

If you are a grower anywhere, by joining our society you may have a list of our members. It is worth more than the cost of membership for your mailing list.

It will especially interest California growers to know that I offer one of my best originations selected in 1926 as a premium to the one obtaining the greatest number of new members before planting time next spring.

This is one of 200 selected from about 300,000 seedlings. It was selected for introduction by myself, the decision to give it away was an afterthought.

The winner gets the entire stock, one bulb and all bulblets, with the right to name and introduce it.

Of course this has bloomed only once. I believe it is a good one—a winner—but further trial is necessary to prove its value.